

630005

HOW AN REA CO-OP CAN HELP PROMOTE
THE 4-H CLUB RURAL ELECTRIFICATION PROGRAM

TALK WITH COUNTY EXTENSION AGENTS*

OFFER TO DO THE THINGS YOU HAVE TIME TO DO

PUBLICITY: Obtain interest of parents, 4-H club members and club leaders in the 4-H club rural electrification program of the Extension Service by good publicity. Promote the 4-H electrical contests (*Better Methods, Frozen Foods or Farm Safety*) being stressed by county agents.

- CONTEST LEAFLETS:** Folders on 4-H contests can be obtained from REA or local extension agents and mailed to cooperative members or distributed direct to youth groups. Order enough on each locally-stressed contest to include them in your newsletter or to use them as bill stuffers. (REA sends samples.)
- NEWS RELEASES:** Through your newsletter, furnish information about the program and contest - when it begins and ends, how the cooperative will help, details about special activities, what county and state winners did, what other young people are doing with electricity on their farms and in their homes. (REA will send stories occasionally, but your best stories are those originating on your own cooperative.)
- WINDOW DISPLAYS:** Offer your window or floor space to county extension agents, or put in a display yourself, to feature 4-H members' work, preferably in the electrical field, during: National 4-H Club Week, first week in March. (REA sends a poster for this event each year.) National 4-H Achievement Week, first week in November. National 4-H Club Congress, first week in December.
- ANNUAL MEETING:** Feature this program at your annual meeting; publicize it in news articles preceding and following the meeting. Do any of these things:
Have a club member describe his or her rural electrification project.
Have a county agent give a talk on this 4-H program.
Have a demonstration on some electrical subject by a 4-H'er or 4-H club team.
Put in an exhibit of 4-H'ers electrical work or of home-made equipment.
Have 4-H club entertainment. (REA has funny one-act play on running water.)
- FILM STRIP:** Lend the REA film strip, "Power for Growing America," to county agents for use at club meetings. Show "There's a Better Way," film strip on the Better Methods Contest, available from your state university's film library.
- RADIO:** Offer to help your local radio station's farm director in locating for interview on the air young people in your co-op who have done good electrification jobs.
- PERSONAL CONTACT:** Discuss this program with club members and leaders you know. Give rules, other aids and special help to those who seem interested.

INDIVIDUAL HELP: Offer to help 4-H members and leaders with their problems through your newsletter, through the county agents and by personal contact with the 4-H'ers in meetings. Make your office a center for electrical information and help with electrical problems.

- BULLETINS, SUPPLIES:** Order REA, state college, and manufacturers' bulletins on electrical subjects for club members. Make it known each year that you offer this service. Furnish county agents with REA bulletins. Assist club members in getting electrical supplies for their work. Lend illustrative material for 4-H demonstrations and exhibits.
- TECHNICAL HELP:** Invite boys and girls to bring special problems in wiring, repairs, etc. to the office for help from wiring inspector, linemen, electrification advisor or other co-op personnel.
- OFFICE EXHIBITS:** Wiring boards and home-made electrical equipment can be set up in the office or lent to leaders for meetings, as illustrative material for 4-H inspection. Things easy to make include: pig, chick or lamb brooders, egg candler, poultry water warmer, poultry lighting time switch, motor toter, portable motor, motor table, extension cord, IES-type table, floor and wall lamps.
- 4-H DEMONSTRATION EXHIBITS:** Offer suggestions for individual or team demonstrations and exhibits by club members. (Write REA if you wish help with this.)

* 4-H club agents, county agents, and home demonstration agents.

RURAL ELECTRIFICATION CLUB: A 4-H club that meets regularly, elects officers and conducts programs on electrical subjects is a fine medium for electrification work. Encourage cooperative members' children to join such a club. This may be a local or county-wide club; its success depends largely on its leadership. Offer to lead a club or to assist county agents in securing and training leaders. A manual for this work is probably available from your State 4-H club leader at the state agricultural college; if not, write REA for advice.

PUBLIC SCHOOLS: Besides giving educational leaders REA and other electrical bulletins, keep them informed on cooperative activities. Place the names of agriculture, shop, home-making teachers and others on your mailing list. Offer them assistance in obtaining electrical supplies, films, demonstration material and staff aid for both daytime work and adult evening classes. Help arrange programs for groups they direct, such as classes, 4-H clubs and the Future Farmers and Future Homemakers of America.

SPECIAL ACTIVITIES: Sponsor some of the short-time activities described below. Invite leaders as well as club members to activities planned in order to spread information on rural electrification work. This will help to develop interest in this field of 4-H club work.

- OFFICE "OPEN HOUSE": Invite youth groups to an "Open House" in your office. Extend a special invitation to young folks served by or living near your lines. Conduct a tour of the office, explaining how a cooperative electric system runs its business. Show a movie, on the use of electricity, serve refreshments, and give some take-home literature.
- TOUR OF FARMS: Arrange a tour of farms where full use of electricity and good farm management practices are combined. If possible, choose farms where young people make wise use of electricity in connection with common club projects.
- VISIT TO POWER PLANT: Take youth groups to see the machines that generate electricity. Show them how power is distributed, including points on safety and tree trimming. Combine this with a picnic outing for an enjoyable field trip.
- PROGRAM FEATURES: Offer to provide a program for a 4-H club meeting whenever desired. Feature home-made and other equipment, or tell about the safe use of electricity and causes of outages on the lines and in the home.
- EVENING CLASSES: Conduct a few special meetings for cooperative members' children and club members -- perhaps four or five evening classes at weekly intervals. Make these sessions very practical; give young people a chance to learn by doing.
- 4-H CLUB CAMP: If a 4-H club camp is held in your area, offer help with wiring or installations of demonstration equipment and with program features. You may ask a wiring inspector, teacher or wireman to give the type of training wished.
- RURAL ELECTRIFICATION FIELD DAY: Hold a rural electrification field day with demonstrations by well-trained people such as extension specialists, manufacturers' representatives and 4-H club demonstration teams. You may combine this with pot-luck lunch, movies and special entertainment features.

ACHIEVEMENT AWARDS: Assist extension agents in obtaining suitable awards for exhibits at fairs and for winners of the county 4-H rural electrification contests. Such awards may be trips to club camp, conservation camp or district contest, or expenses to the rural electrification short course offered by most state agricultural colleges. Small awards are sometimes given to club members who have developed good demonstrations for county electrical demonstration contests.

CHECK ABOVE THOSE THINGS YOU THINK YOU HAVE TIME TO DO
HERE IS A REAL PROGRAM OF REAL BENEFIT TO YOUR CO-OP AND YOUR COMMUNITY
ORGANIZE NOW TO TAKE PART IN IT